

# What is My State Best At?

## Selected Findings from the *2017 Economic Census Geographic Area Statistics*

2017 Economic Census webinar  
November 18<sup>th</sup>, 2020

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U.S. Census Bureau

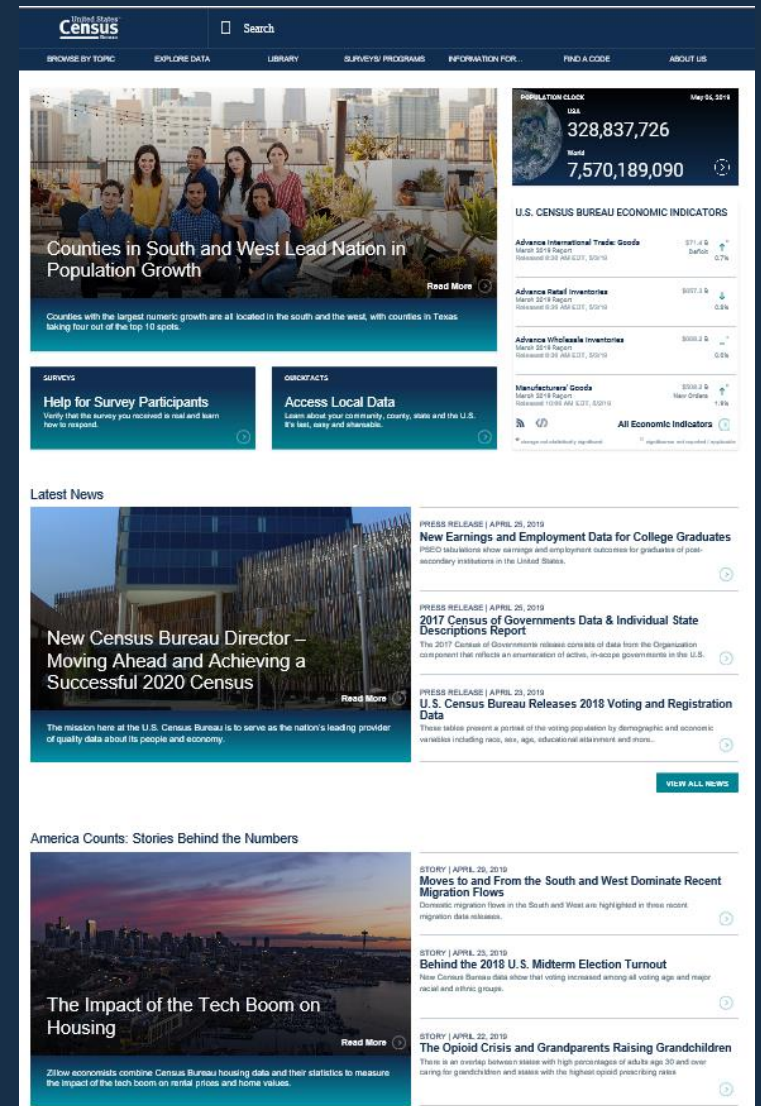


# What We'll be Exploring Today

- **Selected findings** from the 2017 Economic Census Geographic Area Statistics at the sector and state level
  - Data also available down to the 6-digit NAICS level and geographically down to Place
- This webinar compliments the 2017 Economic Census **America Counts** story released on Nov 5<sup>th</sup>... see <https://www.census.gov/library/stories/2020/11/2017-economic-census-data-breaks-out-industry-growth-changes-by-state.html>
- **How Does My State Compare to Others at the National Level**
  - Top ranked states based on number of establishment, employment, annual payroll, and sales, receipts, revenue, or shipments in 2017
  - Top ranked states based on the change in the number of establishment, employment, annual payroll and sales from 2012 to 2017
- **What NAICS Sectors are Most Important in My State**
  - The biggest sectors in 2017
  - Sectors that have seen the largest growth from 2012 to 2017

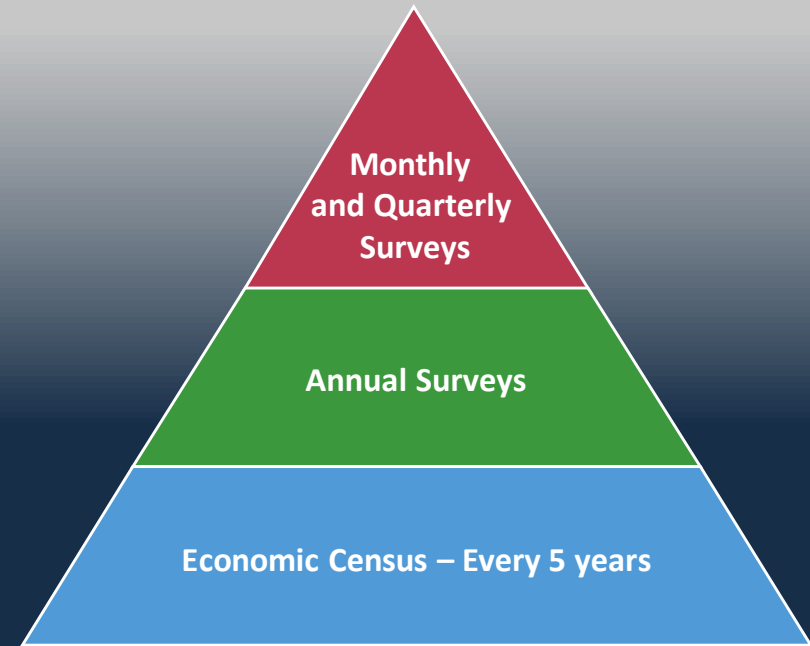
# About the Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 130 censuses and surveys each year, including
  - **The Decennial Census** – the once-a-decade population and housing count of the United States
  - **The American Community Survey** – the ongoing annual survey of the nation's population
  - **The Census of Governments** – identifies the scope and nature of the nation's state and local government sector
  - **The Economic Census** – the official five-year measure of American business
- Our mission is to serve as the leading source of quality data about America's people, places, and economy.



<https://www.census.gov/>





## Census Economic Surveys

- Census Bureau Economic Surveys are a key source for official statistics companies can use:
  - Monthly and Quarterly are small sample surveys that provide the most **TIMELY** data available
  - Annual surveys have larger samples and provide the most up-to-date **TREND** data available
  - Every 5 years, the Economic Census measures all businesses and provides the most **COMPREHENSIVE** data available
- These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses

# The *Economic Census (EC)*

- NAICS: Every 2- thru 6-digit code covered by the Census Bureau
  - Excludes Agriculture (NAICS 11) and other selected types of business (see [https://www.census.gov/programs-surveys/economic-census/guidance/understanding-naics.html#par\\_textimage](https://www.census.gov/programs-surveys/economic-census/guidance/understanding-naics.html#par_textimage) for full list of exclusions)
- Geography: Provides data at the national, state, metro area, county, and place levels
- Other Dimensions: Data by business size, Franchise status, etc.
- Over 200 data variables shown, including variables like the number of establishments, employment, payroll, and sales plus sector-specific variables (inventories, assets, expenses, etc.)
- Product Lines data
- Released on data.census.gov, *Census Business Builder*, and other Census tools

**DATA FROM THE  
NATION'S BUSINESSES**

**+**

**STATS ON EVERY INDUSTRY  
AND GEOGRAPHY**

**=**

**ONE VALUABLE RESOURCE  
FOR YOUR BUSINESS**

**THE ECONOMIC CENSUS.  
SEE HOW IT ALL ADDS UP.**

Learn more at [census.gov/EconomicCensus](https://www.census.gov/EconomicCensus)

United States  
**Census**  
Bureau

## 2017 Economic Census

See How It All Adds Up



# 2017 Economic Census Planned Data Product Releases

## 2017 Economic Census Planned Data Product Releases

Statistics Set	Report Title	Planned Release Date or Date Range
Core Business Statistics	Economy Wide Business Statistics for the U.S. - First Look	September 2019
	Comparative Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
	Bridge Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
	Franchise	December 2021
Geographic Area Statistics (U.S., States, and Selected Geographies)	Mining: Geographic Area Statistics	January 2020 - November 2020
	Construction: Geographic Area Statistics	
	Manufacturing: Geographic Area Statistics	
	Wholesale Trade: Geographic Area Statistics	
	Retail Trade: Geographic Area Statistics	
	Services: Geographic Area Statistics	
Product Statistics	Product Statistics: NAICS x NAPCS for the U.S. and States where applicable	November 2020
	Product Statistics: NAPCS x NAICS for the U.S.	

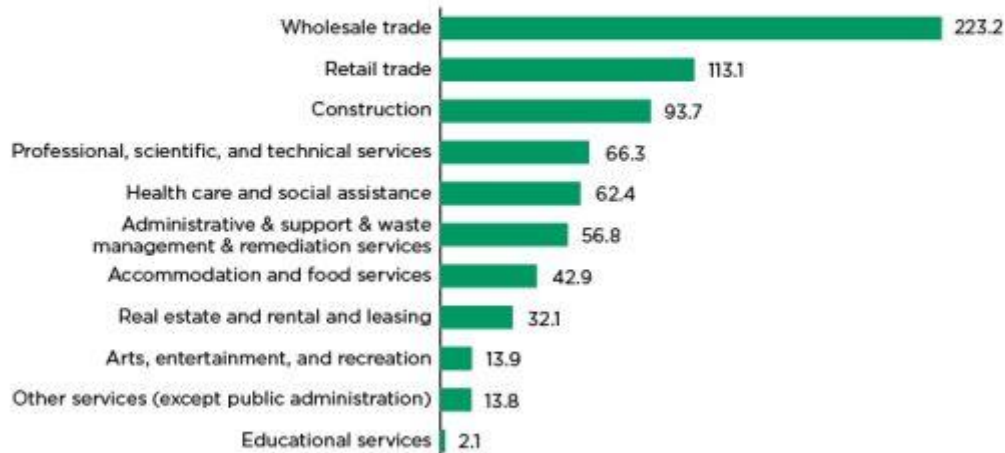
Establishment and Firm Size Statistics	Estab & Firm Size Summary Statistics by Revenue Size of Establishments	November 2020 - September 2021
	Estab & Firm Size Summary Statistics by Employment Size of Establishments	
	Estab & Firm Size Summary Statistics for Single Unit and Multiunit Firms	
	Estab & Firm Size Summary Statistics by Revenue Size of Firms	
	Estab & Firm Size Summary Statistics by Employment Size of Firms	
	Estab & Firm Size Summary Statistics by Concentration of Largest Firms	
Miscellaneous Statistics	Estab & Firm Size Summary Statistics by Legal Form of Organization	
	Manufacturing: Detailed Statistics for the U.S.	
	Construction: Detailed Statistics for the U.S., Regions, and States	
	Mining: Detailed Statistics for the U.S.	
	Mining: Miscellaneous Subjects	
	Construction: Miscellaneous Subjects	
	Manufacturing: Miscellaneous Subjects	
	Services: Miscellaneous Subjects	
	Wholesale Trade: Miscellaneous Subjects	
	Retail Trade: Miscellaneous Subjects	

# Key Changes in the 2017 Economic Census Geographic Area Statistics

- **Geographic area** changes (counties, places, metros)
  - Visit <https://www.census.gov/programs-surveys/economic-census/geographies.html> and <https://tigerweb.geo.census.gov/tigerwebcon/> for more information
  - No ZIP Code data (see ZIP Code Business Patterns)
  - No Place data for Manufacturing
- **North American Industry Classification System (NAICS)** changes
  - Visit the NAICS website (<https://www.census.gov/eos/www/naics/>) for more information
- Other changes, including:
  - **New Disclosure Rules (and their impacts)**
  - New Data.census.gov dissemination platform

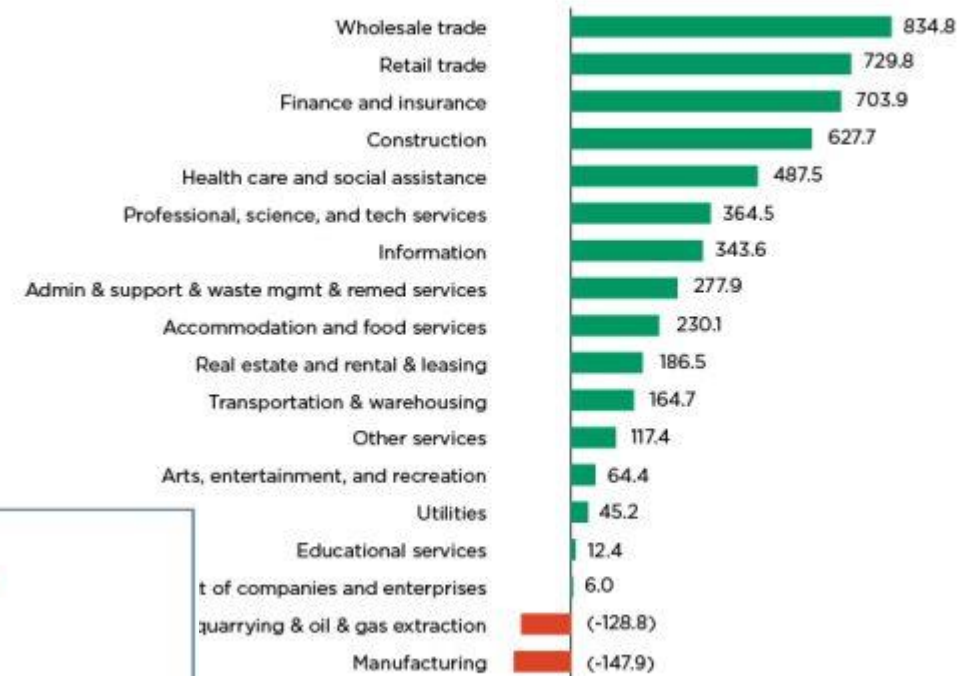
# What Was Covered in the America Counts Story

Figure 1.  
**Sectors Where California Led U.S. in Sales, Shipment or Revenue Growth: 2012-2017**  
(In billions of dollars)



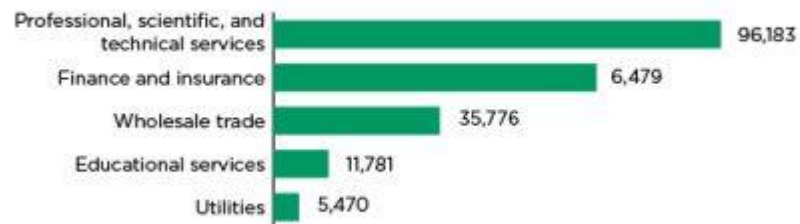
Source: 2012 and 2017 Economic Census.

Figure 2.  
**Change in Sales, Value of Shipments or Revenue by NAICS Sector: 2012-2017**  
(In billions of dollars)



Economic Census.

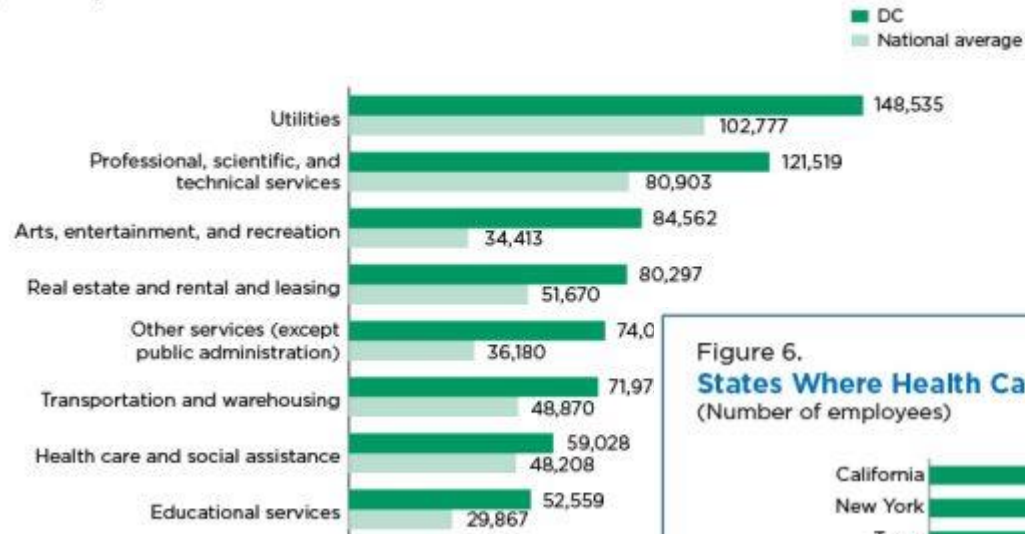
Figure 3.  
**Sectors Where Texas Led U.S. in Employment Growth: 2012-2017**  
(Number of employees)



Source: 2012 and 2017 Economic Census.



Figure 4.  
Sectors Where the District of Columbia Led U.S. in Average Annual Payroll per Employee: 2017  
(In dollars)



Source: 2017 Economic Census.

Figure 5.  
States Where Manufacturing Ranked No. 1 in Value of Shipments: 2017  
(In billions of dollars)

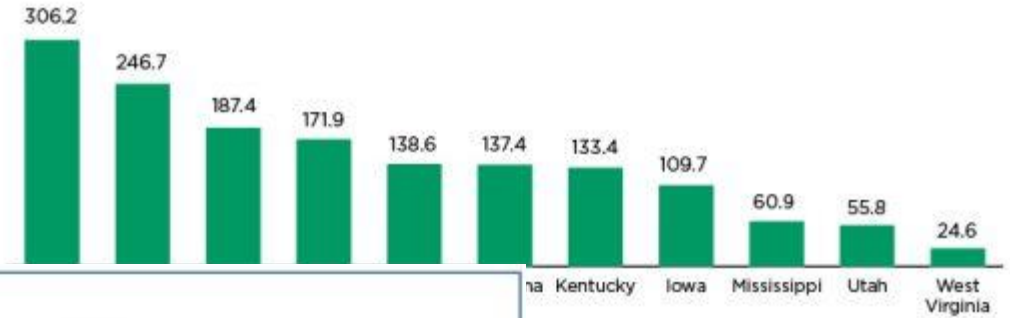
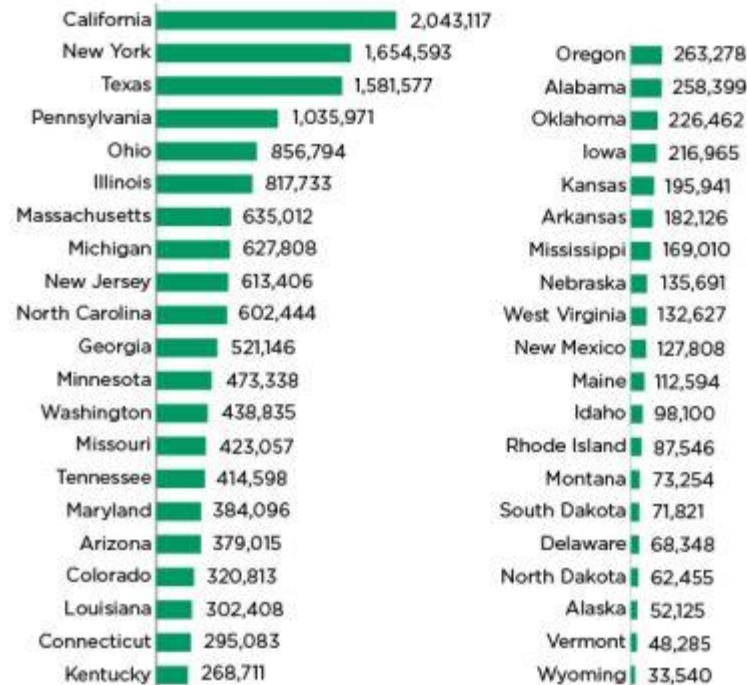


Figure 6.  
States Where Health Care Was Top Employer: 2017  
(Number of employees)



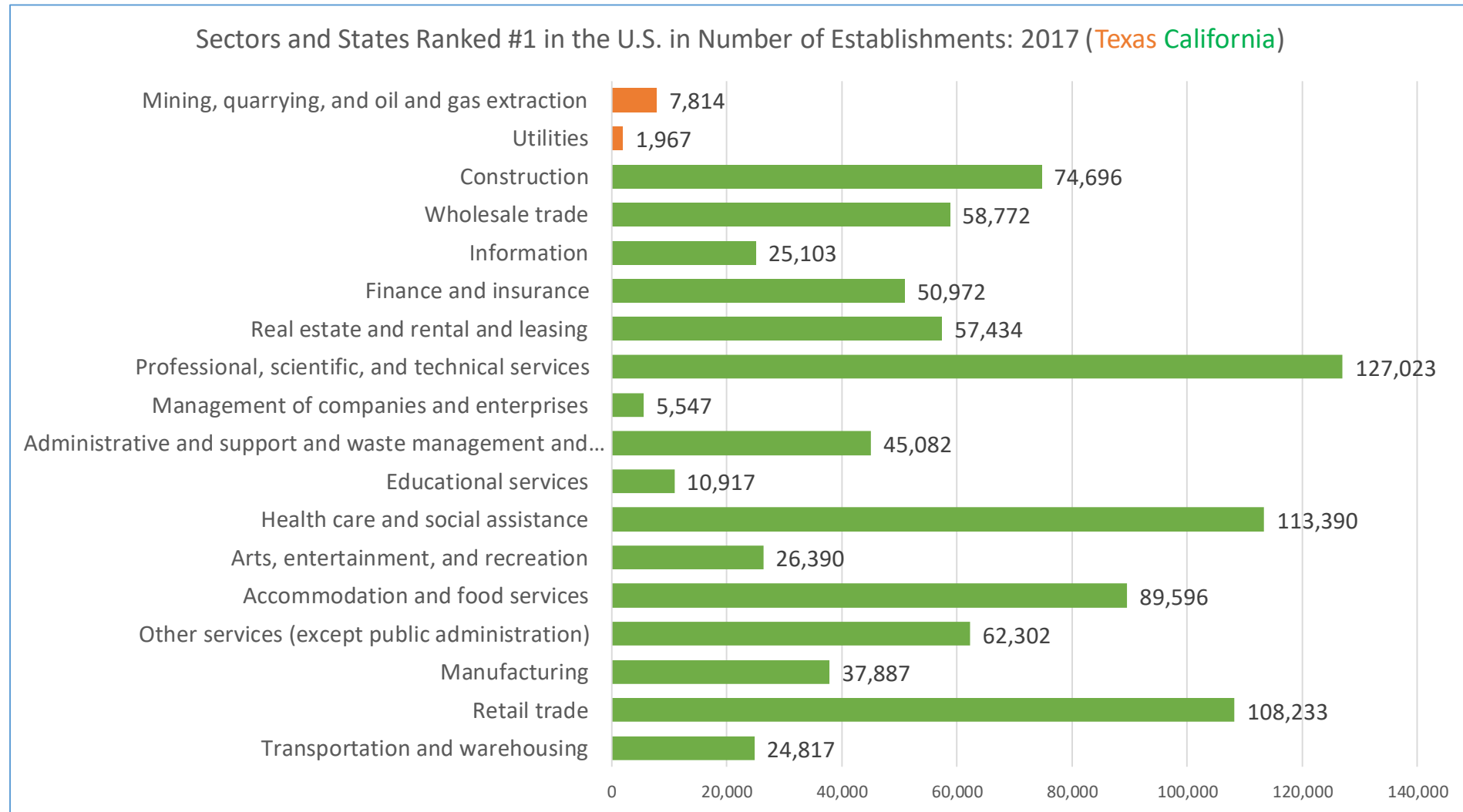
Source: 2017 Economic Census.

# How Does My State Compare to Others At The National Level?

# State Rankings Based on Number of Establishments

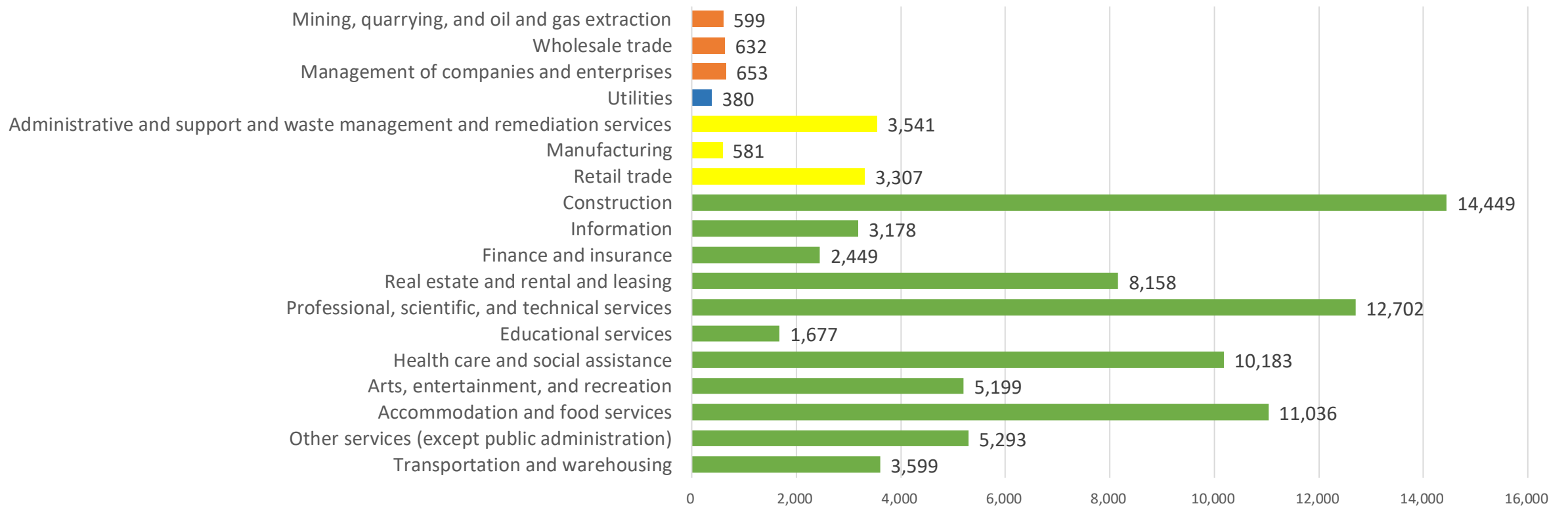
An **Establishment** is a business at a single physical location

- Allows users to understand the businesses in their areas, not just those headquartered there
- Company- (or firm-) level data ARE provided in other Census Bureau programs



# State Rankings Based on the Change in the Number of Establishments Between 2012 and 2017

Sectors and States Ranked #1 in the U.S. in Change in the Number of Establishments from 2012 to 2017 (Texas North Carolina Florida California)

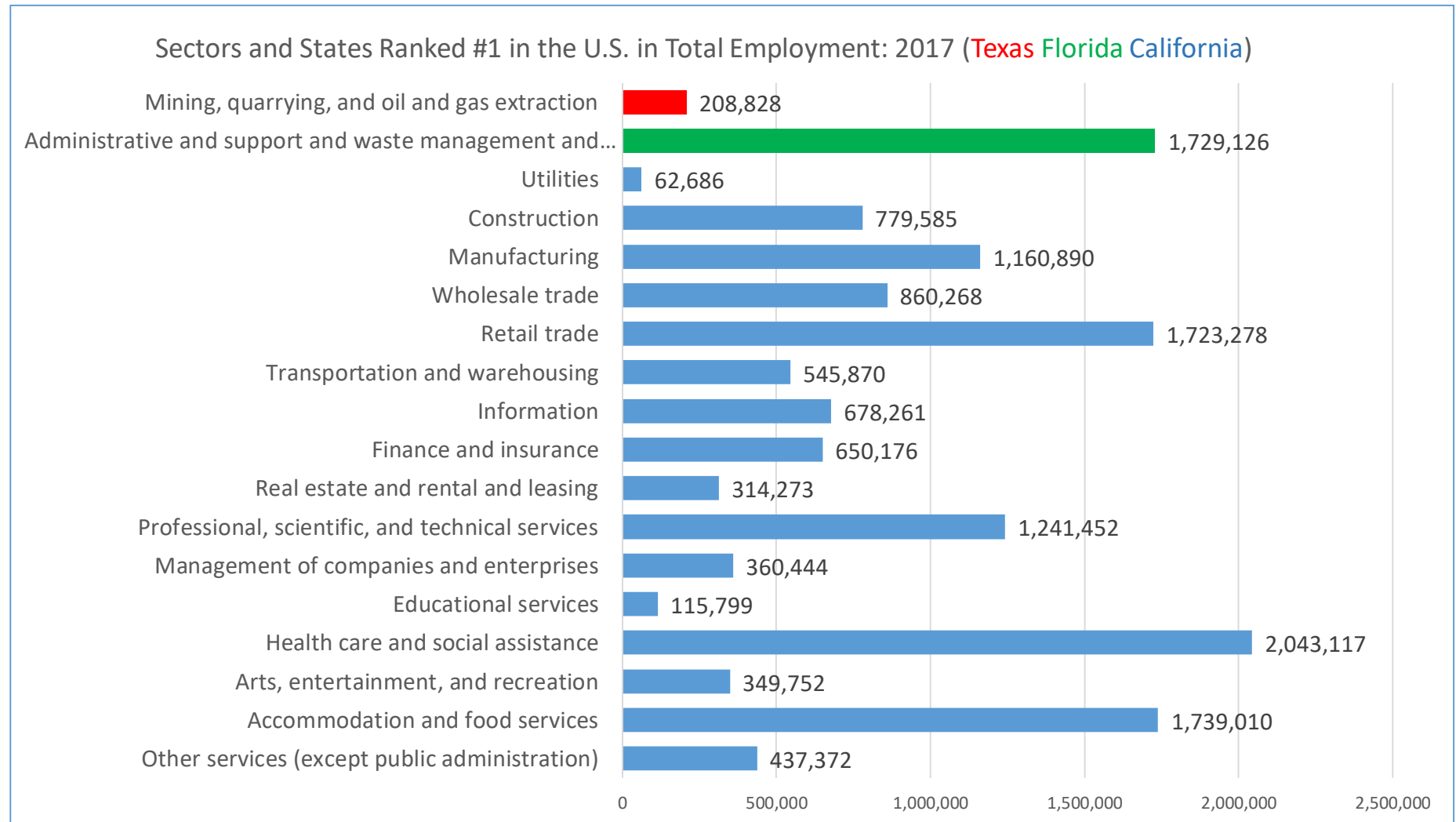




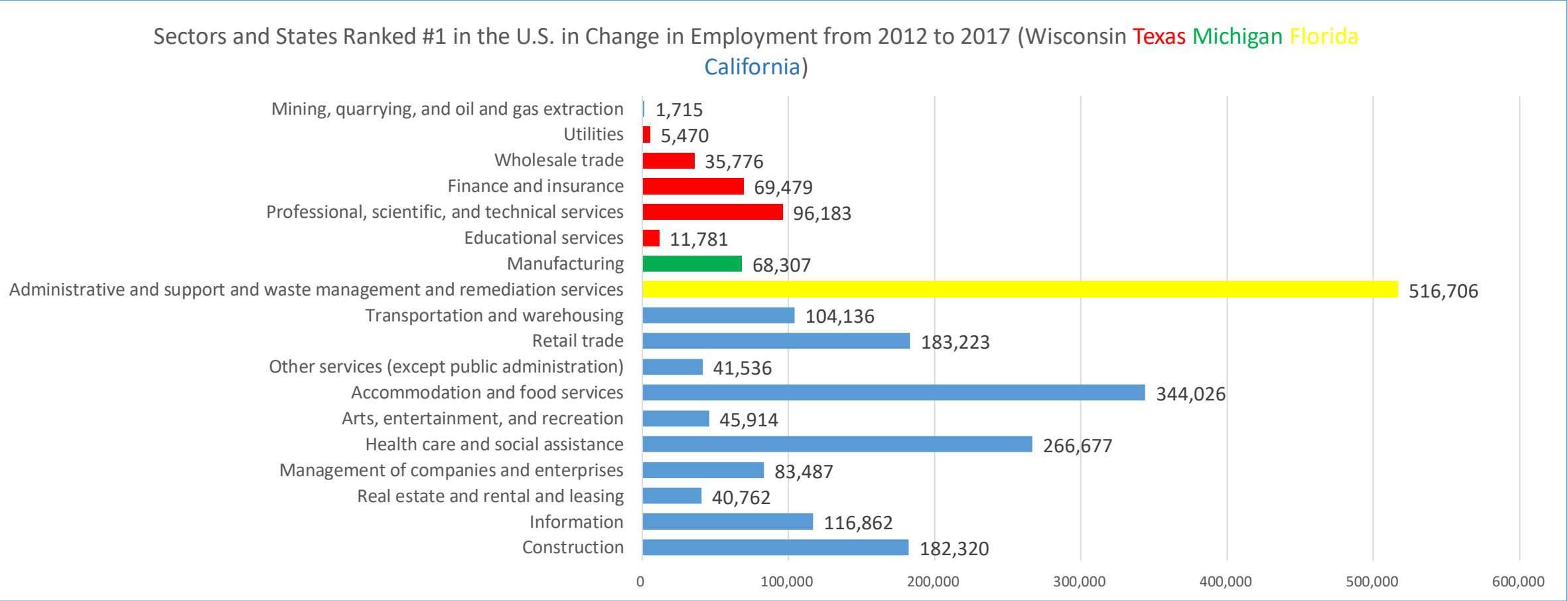
# State Rankings Based on Number of Employees

Represents the number of **workers** in each establishment during the pay period including **March 15th**

- Counts all workers (not just full-time workers) based on where they work.
- Is not seasonally adjusted
- Is not adjusted to full-time equivalents



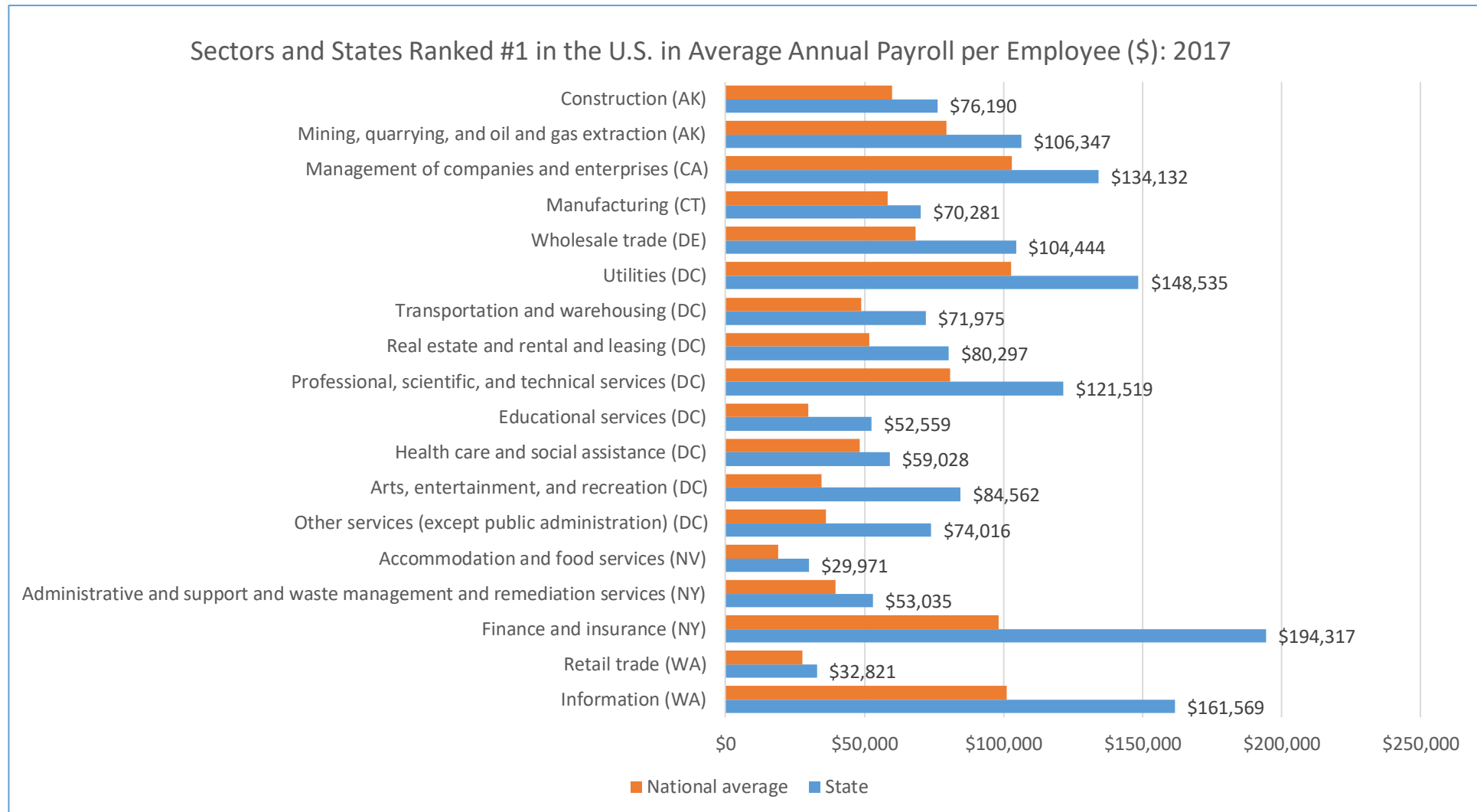
# State Rankings Based on the Change in the Employment Between 2012 and 2017



# State Rankings Based on Average Annual Payroll per Employee

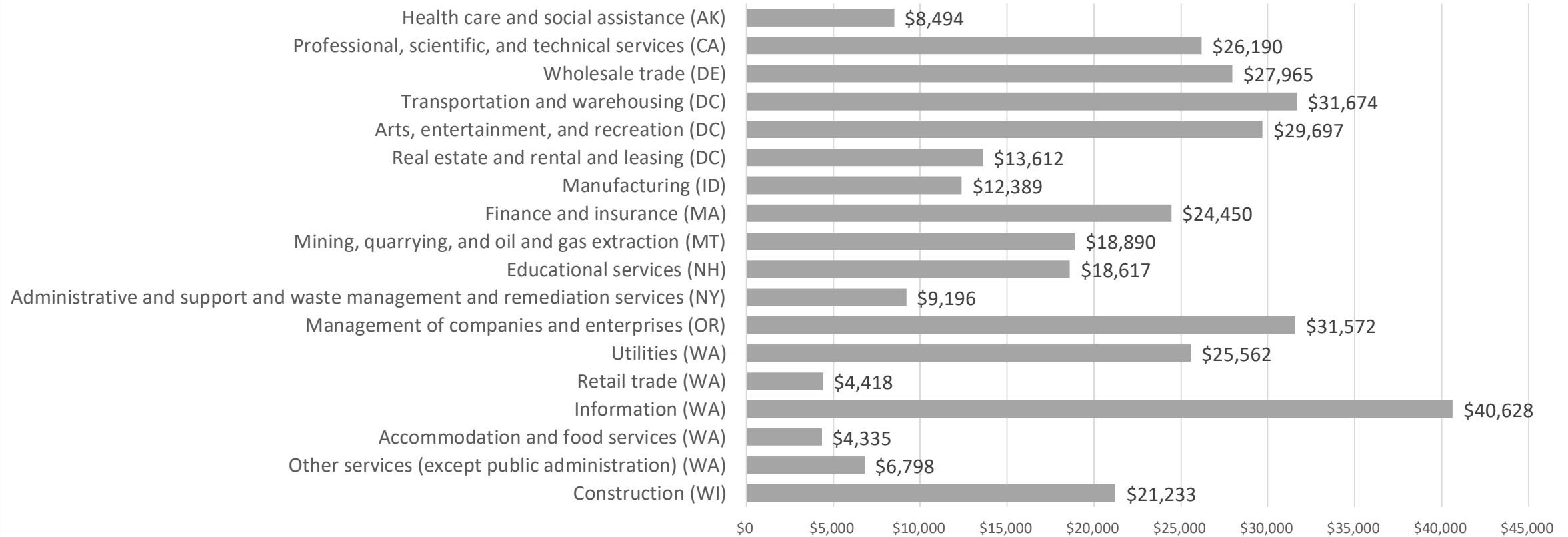
Represents the **total annual payroll** divided by the number of **workers** in each establishment during the pay period including **March 15th**

- Annual payroll includes all forms of compensation, including salaries, wages, tips, and commissions
- Excludes employer's cost for fringe benefits
- Is not adjusted for inflation
- First quarter payroll is also available



# State Rankings Based on the Change in the Average Annual Payroll per Employee Between 2012 and 2017

Sectors and States Ranked #1 in the U.S. in Change in Average Annual Payroll per Employee from 2012 to 2017 (\$)

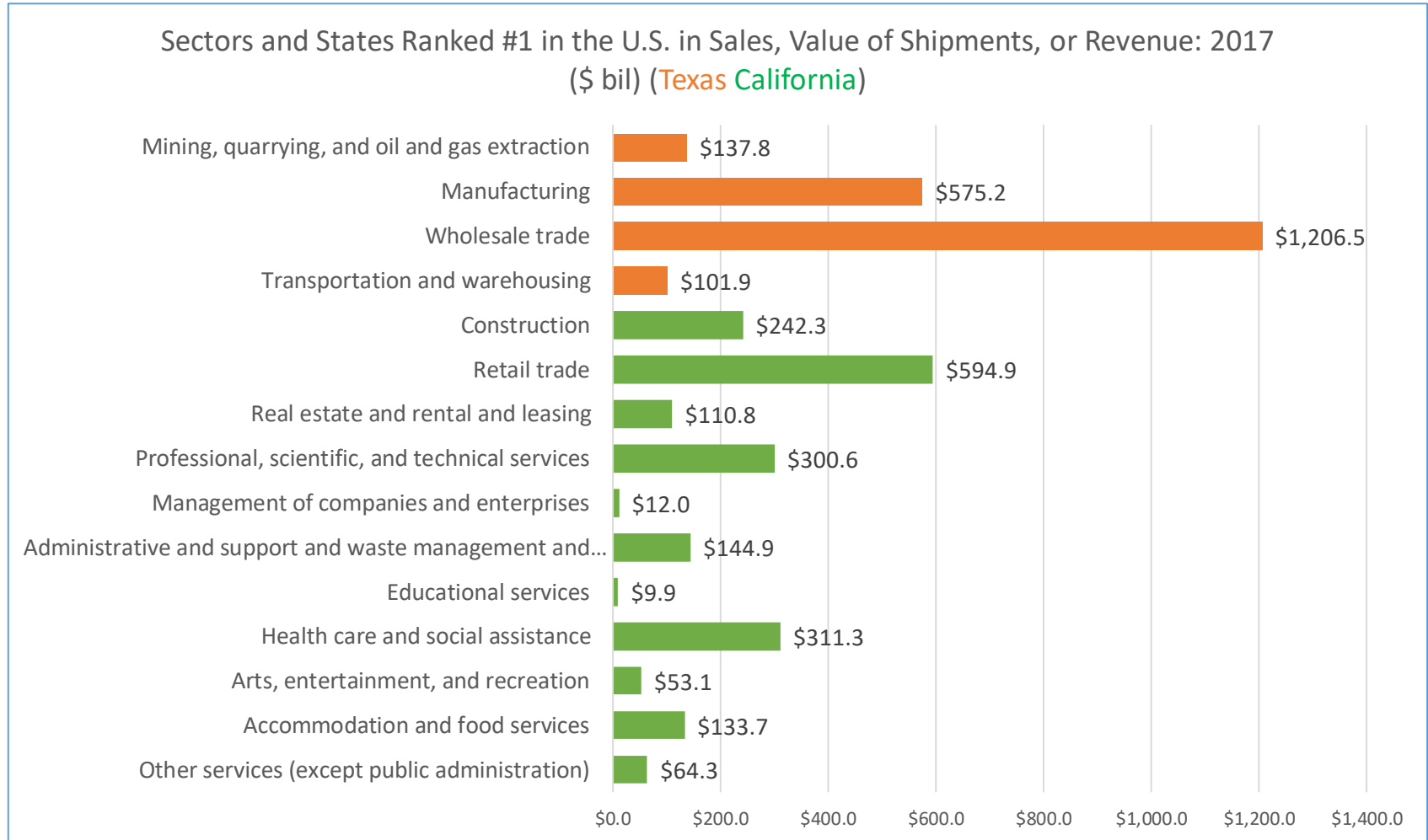




# State Rankings Based on Sales, Shipments, Revenue...

Represents the **dollar value of the work done by the establishment during the year** regardless if payment was received during the year

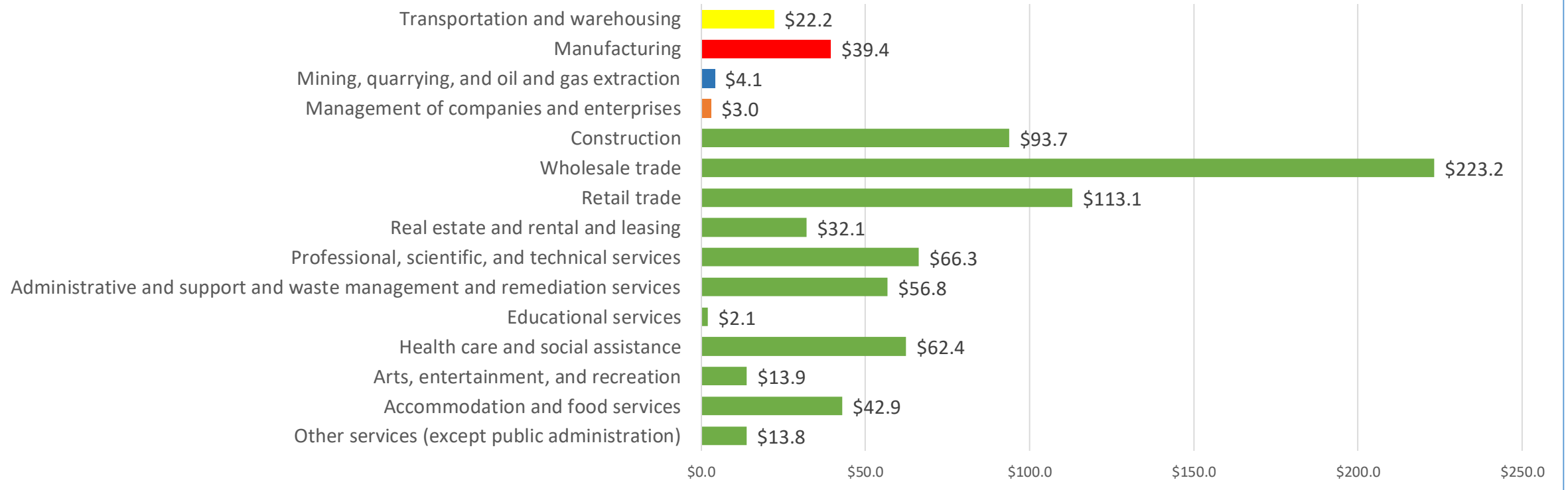
- Measure varies by NAICS sector
- What measure includes and excludes also varies by sector
- Is also not adjusted for inflation
- Data on Value Added are also available for some sectors



# State Rankings Based on the Change in Sales, Shipments, Revenue... Between 2012 and 2017

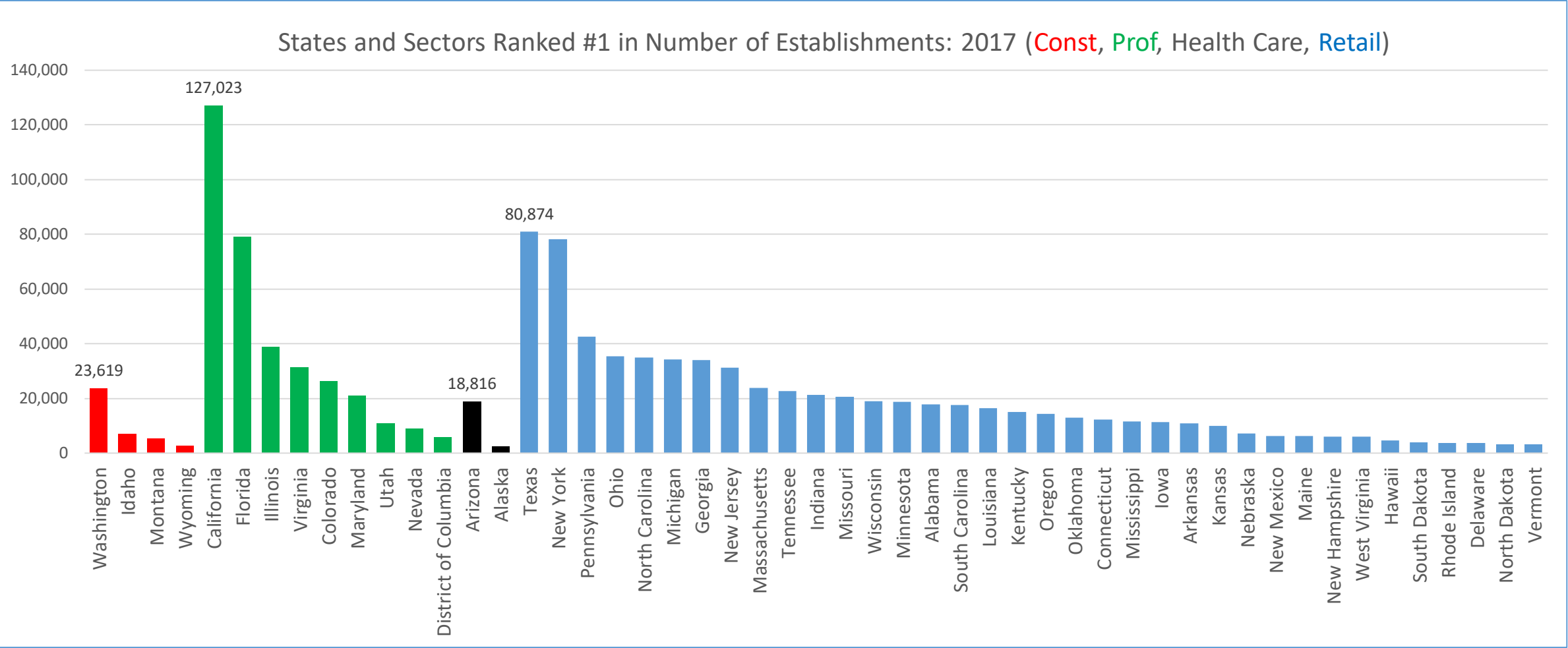
Sectors and States Ranked #1 in the U.S. in Change in Sales, Value of Shipments, or Revenue from 2012 to 2017 (\$ bil)

(Texas South Carolina North Dakota Illinois California)



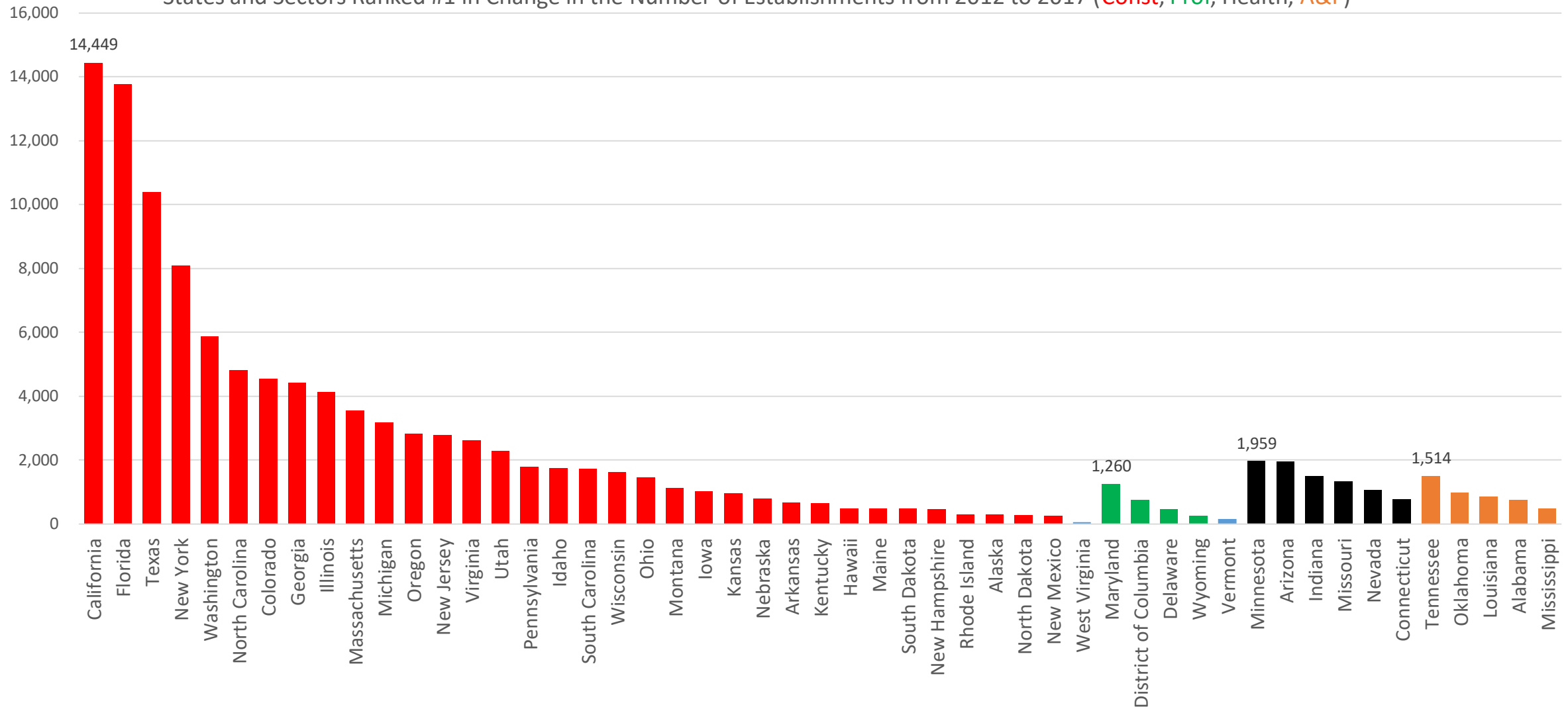
# What NAICS Sectors Are Most Important To My State?

# Sector Rankings Based on Number of Establishments

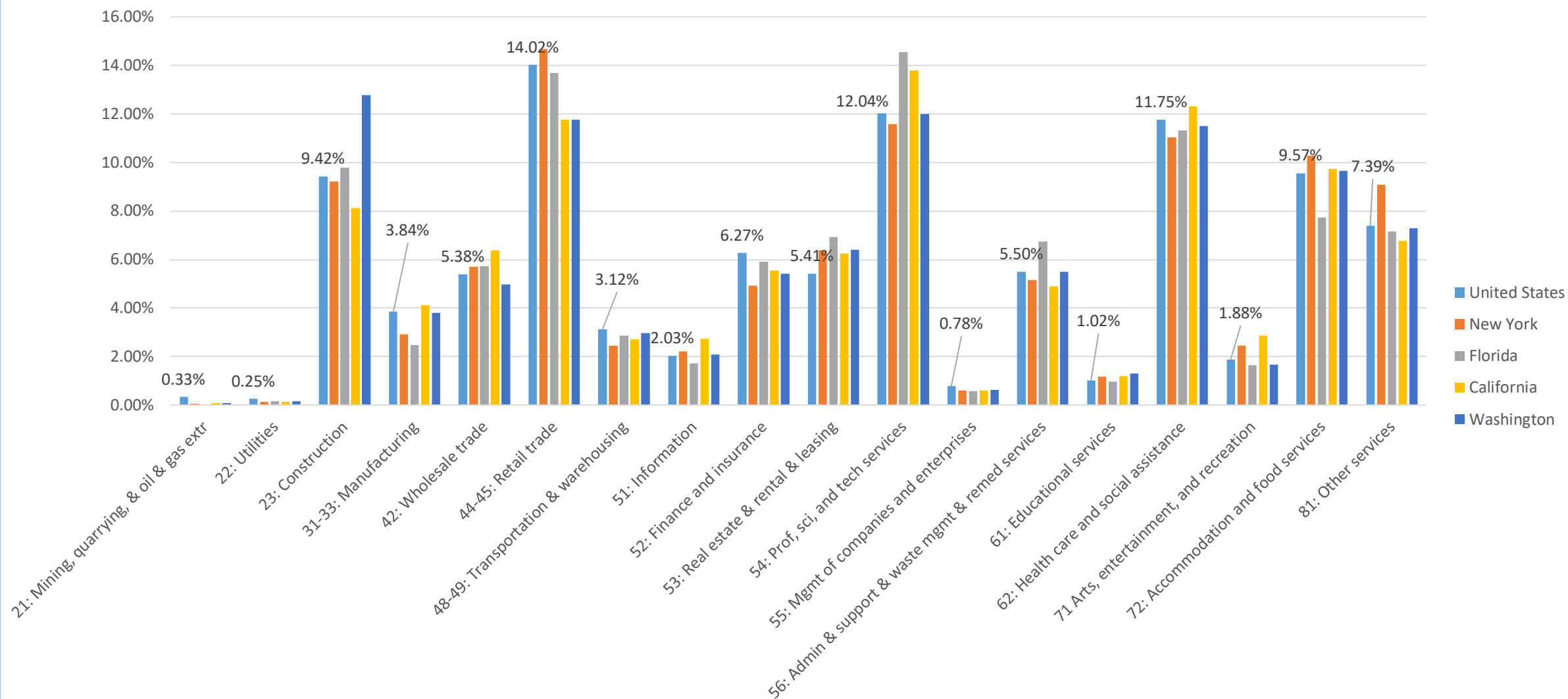




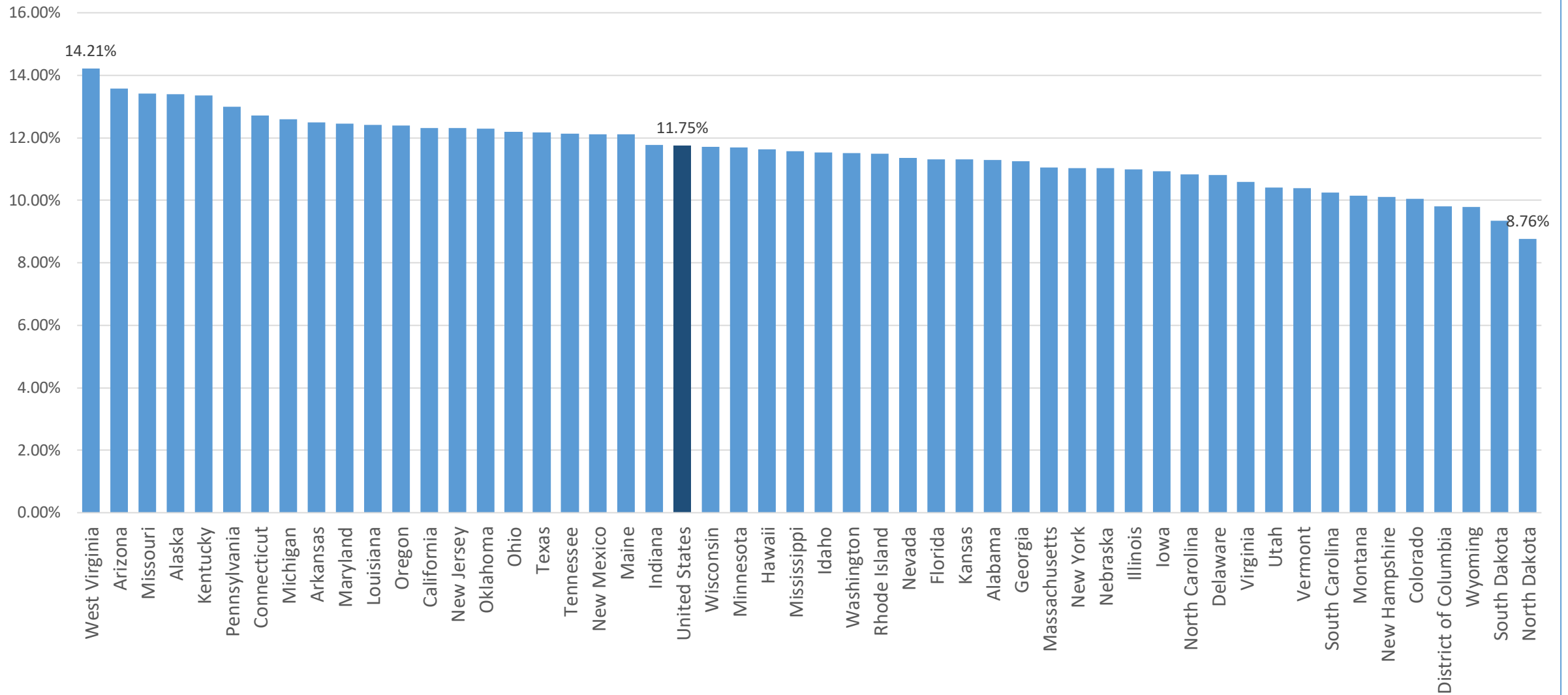
States and Sectors Ranked #1 in Change in the Number of Establishments from 2012 to 2017 (Const, Prof, Health, A&F)



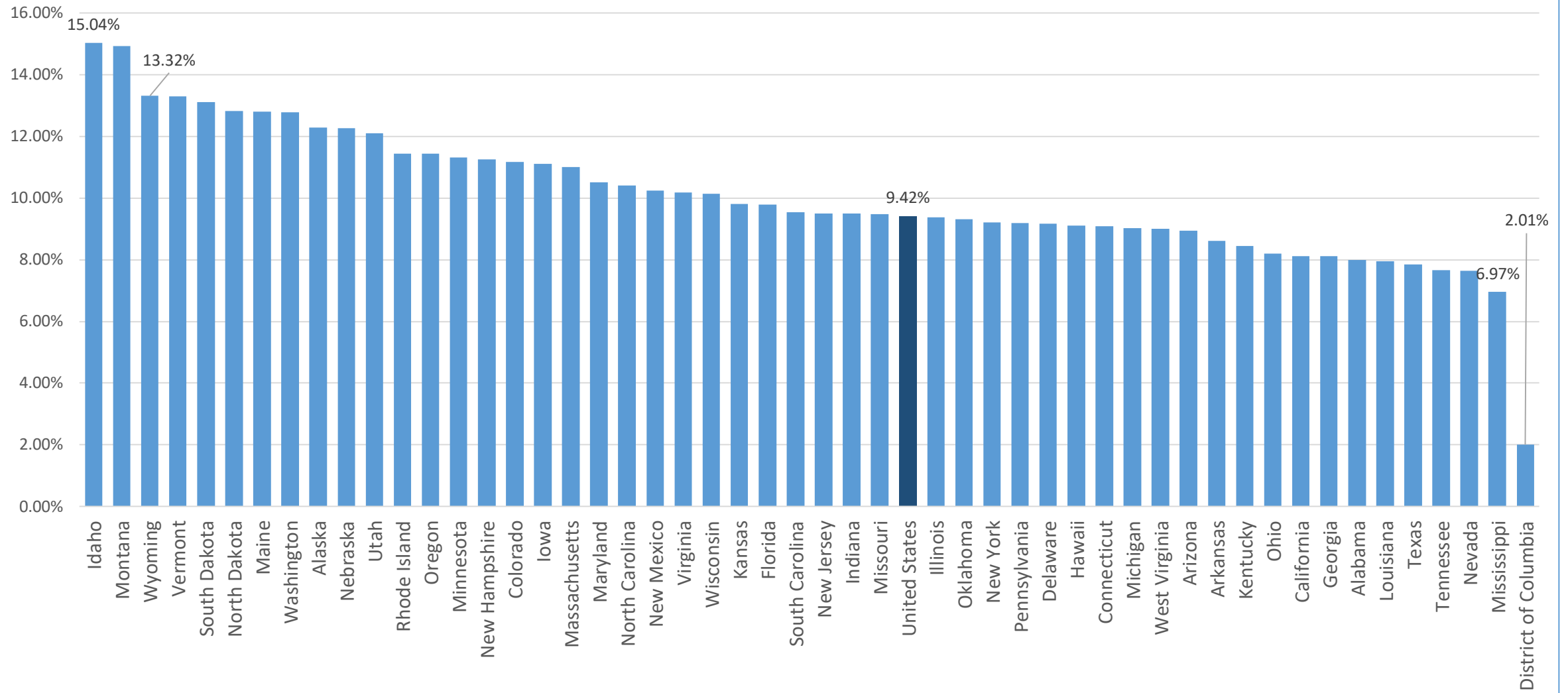
# Share of Establishments by Sector in Four States and the U.S.: 2017



## Health Care and Social Assistance Establishments Share of All Establishments: 2017

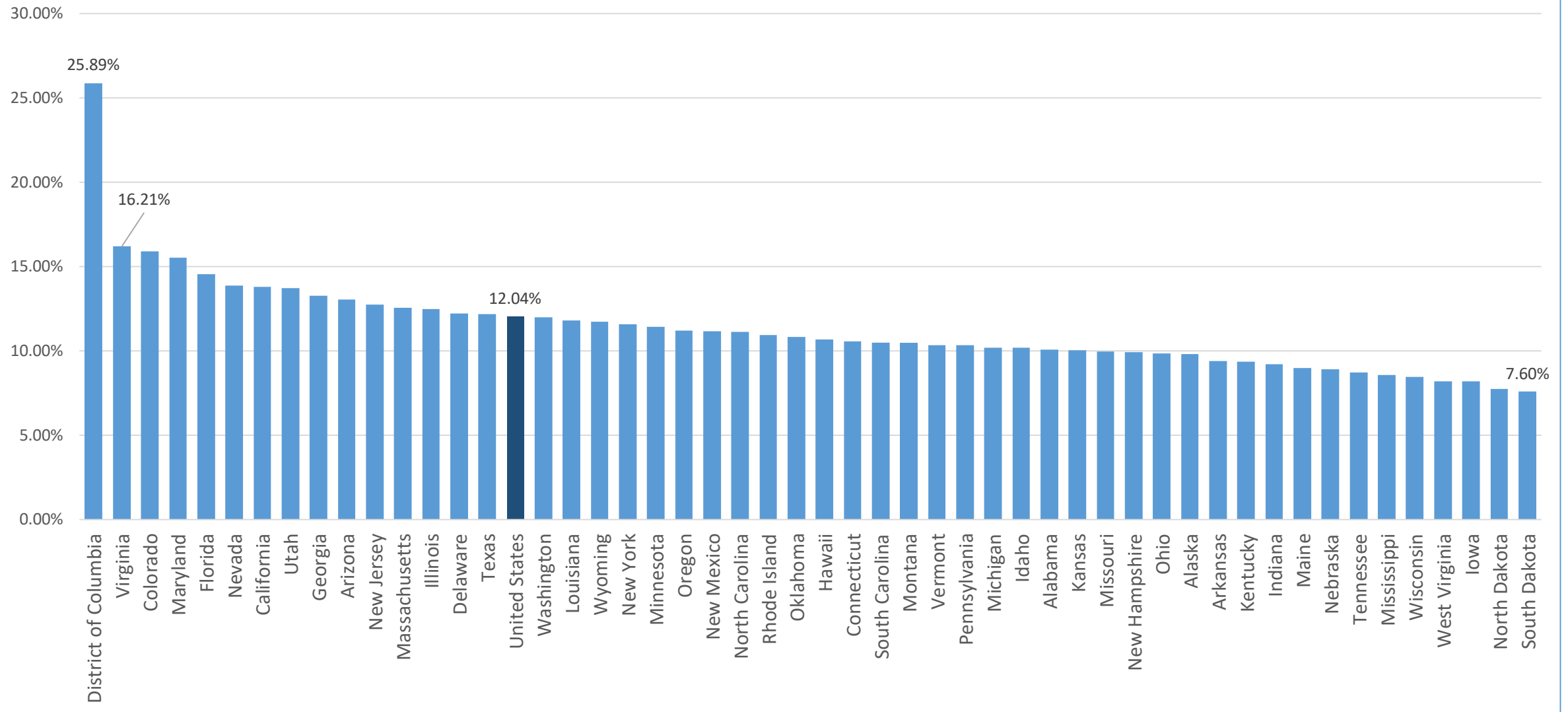


Construction Establishments Share of All Establishments: 2017

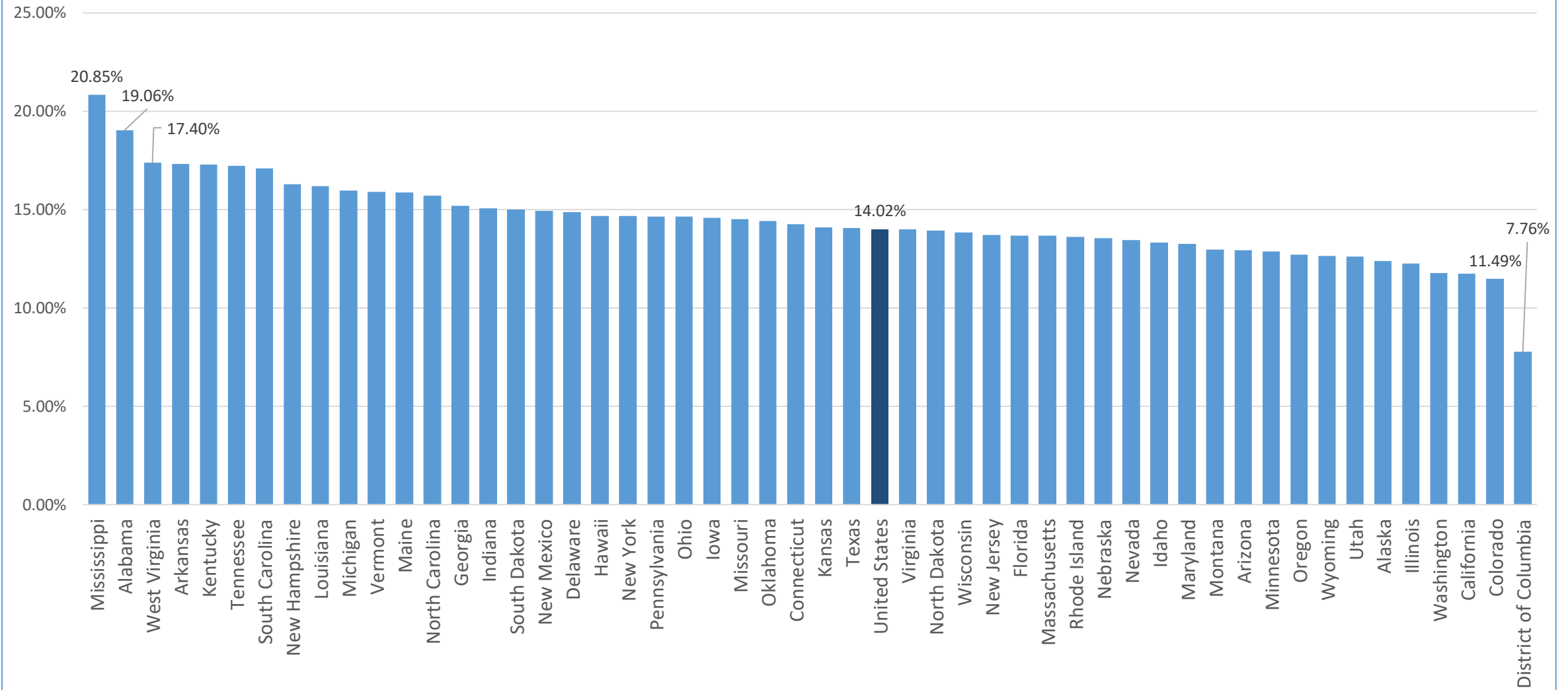




## Professional, Scientific, and Technical Services Establishments Share of All Establishments: 2017



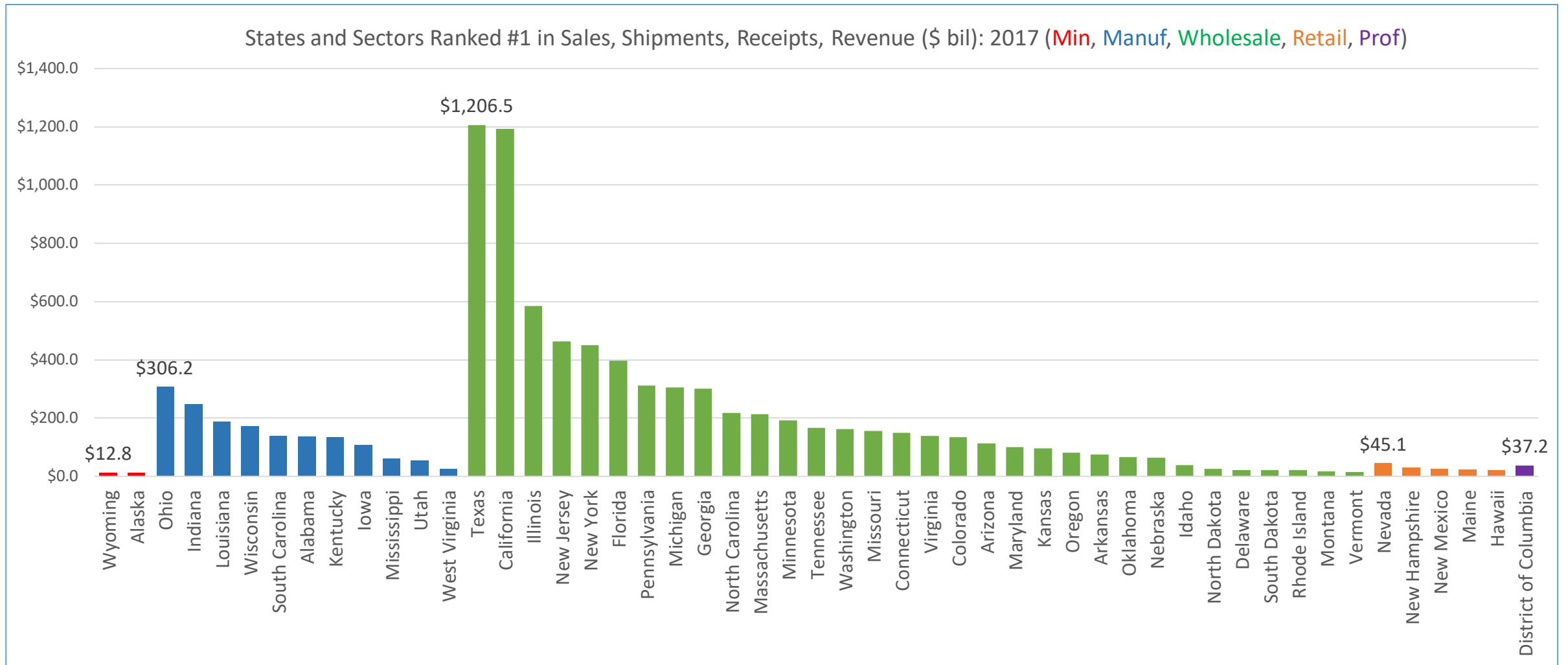
# Retail Trade Establishments Share of All Establishments: 2017



# Sector Rankings Based on Number of Employees



# Sector Rankings Based on Sales, Shipments, or Revenue



# Summary and Other Notes

- The **Economic Census** provides a wealth of business data
  - The data are released on a **flow basis** (all states/sectors completed in August 2020) and **more data is coming**
  - **This webinar primarily focused on state- and sector-level data...** drill down “smartly” to more detailed levels
- Use Census Bureau **annual, quarterly, and monthly data** (plus other data) to understand more aggregated changes since 2017
- **Geographies and NAICS codes change**
  - Make sure data are comparable before comparing data over time
- **Data.census.gov** is our enterprise data dissemination platform
  - Learn how to use it
  - Send us your feedback on it
  - Help promote it with your colleagues
- **CBB** provides access to selected 2017 EC data as well as key demographic and business data from Census, USDA, BLS, and Esri

# Q & A and Thank You!

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